

Message Text

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P R 171246Z MAY 78
FM AMEMBASSY PARIS
TO USDOC WASHDC PRIORITY
INFO AMCONSUL MARSEILLE
AMCONSUL LYON
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AMCONSUL STRASBOURG
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USDOC

E.O. 11652: N/A
TAGS: BEXP, FR
SUBJECT: IMC PARIS FY-L980 PROGRAM: ON-SITE
EXHIBITIONS

REF: FIELD/AUFRICHT LETTER OF APRIL 24, L978

1. IN THE REFERENCED LETTER, THE EMBASSY WAS
REQUESTED TO SUBMIT THEME RECOMMENDATIONS FOR TWO
ON-SITE IMC EXHIBITIONS FOR THE MONTHS OF FY-80 WHERE
THEY CAN MOST EASILY BE ACCOMMODATED. THE THEMES
SUGGESTED BELOW WERE CHOSEN AGAINST THE FOLLOWING
CRITERIA:

- COMPLEMENT AND NOT DUPLICATE OFF-SITE IMC
EXHIBITIONS;
- PROVIDE A FORUM FOR PRODUCTS WHICH, DESPITE
GOOD EXPORT POTENTIAL, MIGHT NOT RECEIVE
ADEQUATE ATTENTION;
- FOCUS ON A NARROWER SEGMENT OF A PRODUCT

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CATEGORY IN VIEW OF THE LIMITED NUMBER OF FIRMS
(APPROXIMATELY TWENTY) WHICH CAN BE ACCOMMODATED
IN THE IMC;
--ATTRACT A SERIOUS AND PROFESSIONAL ATTENDANCE;
--NOT CONFLICT TIMING WISE WITH OTHER EXPOSITIONS
ON THE SAME OR SIMILAR THEMES BEING HELD IN
PARIS.

2. THEME RECOMMENDATIONS:

A. SECURITY EQUIPMENT. THE MARKET FOR SECURITY EQUIPMENT IN FRANCE IS IN ITS GROWTH PHASE AND IS EXPECTED TO INCREASE AT A SIX PERCENT ANNUAL RATE THROUGH 1980. THIS AREA OF CONTINUING OPPORTUNITY IS NOT ADDRESSED DIRECTLY FOR FRANCE IN THE IMC PROGRAM DUE TO THE LACK OF A STRONG FRENCH TRADE SHOW IN THE SECTOR. A FURTHER POSITIVE ASPECT OF THIS THEME IS THE POSSIBILITY OF PROMOTING THE ON-SITE EXHIBIT AS THE SECOND PART OF A TANDEM WITH THE IMC PARTICIPATION IN SECURITY '79. BY ADDRESSING THE THEME AS A TANDEM, WE WILL BE ABLE TO ECONOMIZE PROCUREMENT EFFORTS AND OFFER A SUPERIOR PACKAGE. WHILE WE CAN ATTEMPT TO COVER SECURITY THROUGH ORGANIZATION OF FRENCH ATTENDANCE AT SECURITY '79, THE FRAGMENTED STRUCTURE OF THE INDUSTRY WOULD PREVENT US FROM ASSURING GOOD COVERAGE. NEW TO MARKET FIRMS SHOULD FIND THE POSSIBILITY OF ADDRESSING TWO MARKETS PARTICULARLY ENTICING AS THEY ENTER THE EXPORT FIELD.

B. MICROWAVE TECHNOLOGY. HYPER '80, DEVOTED TO MICROWAVE TECHNOLOGY, HAS BEEN HELD FOUR TIMES AT THE TRADE CENTER. THE FIRST WAS IN 1975, AS A FULL-FLEDGED TC SHOW; THE FOLLOWING THREE WERE BSP'S ORGANIZED BY BIRP. THERE IS NO SIMILAR EVENT IN FRANCE DEVOTED TO UNCLASSIFIED

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THIS SPECIFIC THEME, ALTHOUGH SOME MICROWAVE PRODUCTS ARE USUALLY INCLUDED IN THE COMPOSANTS EXPOSITION IN PARIS. SINCE MICROWAVE PRODUCTS REMAIN HIGHLY SALABLE ITEMS IN THE FRENCH AND EUROPEAN MARKET AND SINCE EXHIBITORS ALWAYS EXPRESSED INTEREST IN RENEWING THIS EVENT YEARLY, IT WOULD BE AN EXCELLENT IMC ON-SITE SHOW. HYPER IS A REGISTERED NAME WITH BIRP (AS IS PRINTEMPS INFORMATIQUE), THOUGH BIRP WOULD BE PLEASED TO WORK WITH THE IMC IF WASHINGTON SELECTS THIS THEME.

C. OPTICAL CHARACTER RECOGNITION. THIS THEME HAS NEVER BEEN TRIED, ALTHOUGH IT MAY HAVE BEEN INCLUDED IN OTHER THEMES UNDER THE TERM "OPTICAL READERS" IN SHOWS LIKE "BUSINESS EQUIPMENT" OR "LASERS". AN EVENT IN THIS THEME WAS HELD IN WASHINGTON IN JULY 1977, AND

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IT WOULD BE WORTHWHILE TO EVALUATE THAT EVENT WITH A
VIEW TOWARD PRESENTING IT AS A PARIS IMC ON-SITE SHOW.

D. LASERS/ELECTRO-OPTICS. THIS WAS THE OPENING
TC EXHIBITION IN NOVEMBER '69, AND WAS REPEATED AS A
REGULAR EXHIBITION IN APRIL 1975. A MULTI-FIRM BSP
WAS HELD IN THIS THEME OCTOBER 17-20, 1977. IT
FEATURED 12 EXHIBITORS REPRESENTING 35 COMPANIES AND
RESULTED IN PROJECTED SALES OF \$5.4 MILLION OVER 12
MONTHS. IT ATTRACTED ALMOST 1000 VISITORS. EXHIBITORS
WERE VERY PLEASED WITH THE VERTICAL NATURE OF THE SHOW
AND WITH THE QUANTITY AND QUALITY OF VISITORS. THEY
INDICATED STRONG INTEREST IN A REPEAT EVENT IN TWO
YEARS. IT THEREFORE APPEARS TO BE AN EXCELLENT VEHICLE
FOR NTM FIRMS. (FOR NOVEMBER 1979.)

E. TRANSDUCERS/SENSORS. THIS THEME WILL BE PRESENTED
FOR THE FIRST TIME AS A BSP, ORGANIZED BY BIRP, IN
NOVEMBER 1978. AGENTS IN THIS DOMAINE HAVE REQUESTED
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THIS EVENT, AS THERE ARE NO OTHER SHOWS SPECIFICALLY
DEVOTED TO THESE PRODUCTS. AS SUCH, THIS APPEARS TO
BE A VIABLE NEW AREA, BUT ITS WORTHINESS AS A POTENTIAL
IMC ON-SITE EVENT NEEDS FURTHER EXPLORATION, PENDING

THE OUTCOME OF NOVEMBER BSP.

F. SOLAR ENERGY. FRANCE'S HEAVY DEPENDENCE ON PETROLEUM FOR ITS ENERGY HAS PROVIDED A STRONG INCENTIVE FOR RESEARCH IN ALTERNATIVE ENERGY SOURCES. FRANCE, WHICH PLANS TO SPEND SOME 275 MILLION FRANCS FOR R&D IN 1978, IS SECOND ONLY TO THE US IN EXPENDITURES FOR RESEARCH IN THE SOLAR ENERGY FIELD. EXPERTS PREDICT THAT BY 1980 APPROXIMATELY FIVE PERCENT OF THE NATION'S ENERGY NEEDS WILL BE MET THROUGH SOLAR ENERGY. THE FIRST STEPS ARE BEING TAKEN TOWARD COMMERCIALIZATION OF THE RESULTS OF THIS RESEARCH. IN 1978, THE FIRST EXHIBITIONS DEVOTED EXCLUSIVELY TO SOLAR ENERGY WILL TAKE PLACE. EQUIPMENT TO BE EXHIBITED INCLUDES SOLAR TRANSDUCERS, PHOTOVOLTAIC BATTERIES, STORAGE ELEMENTS, SOLAR PUMPS, WATER HEATING SYSTEMS, SOLAR HEATING AND AIRCONDITIONING SYSTEMS, AND SOLAR HOMES, WHICH INCORPORATE ENERGY CONSERVING TECHNIQUES. BY 1980, US FIRMS, HAVING BENEFITTED FROM INCENTIVES OF THE US ENERGY PROGRAM, SHOULD BE WELL SITUATED TO EXPLOIT THE MARKET IN FRANCE.

G. AUTOMOTIVE TOOLS, SUPPLIES, ACCESSORIES, MOTOR MAINTENANCE AND CAR ACCESSORIES. THERE IS A GOOD . AND GROWING MARKET IN FRANCE FOR THE PRODUCT CATEGORIES COVERED BY THIS THEME, AND SALES OPPORTUNITIES ARE PARTICULARLY PROMISING FOR SOPHISTICATED AUTOMOTIVE MAINTENANCE EQUIPMENT (MOTOR ANALYZERS, ELECTRONIC DIAGNOSIS); ELECTRONIC PARTS AND ACCESSORIES FOR MOTOR UNCLASSIFIED

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VEHICLES; ELECTRIC EQUIPMENT AND PARTS FOR MOTOR VEHICLES; AND VARIOUS AUTOMOTIVE ACCESSORIES. EQUIP'AUTO COVERS ALL THE PRODUCTS MENTIONED ABOVE AND IS HELD EVERY TWO YEARS AT THE PORTE DE VERSAILLES IN OCTOBER. THE NEXT EQUIP'AUTO IS SCHEDULED FOR OCTOBER 1979. THE BEST TIME FOR AN ON-SITE SHOW MIGHT BE THE END OF JANUARY/BEGINNING OF FEBRUARY.

H. WALL AND FLOOR COVERINGS, HOUSEHOLD TEXTILES, CURTAINS, AND HOUSEHOLD LINEN. IT IS ANTICIPATED THAT AFTER SEVERAL YEARS OF STAGNATION, SALES OF THE TYPE OF MERCHANDISE COVERED BY THIS THEME WILL INCREASE SUBSTANTIALLY IN THE NEXT FEW YEARS. FRENCH CUSTOMERS APPRECIATE THE QUALITY OF US HOUSEHOLD LINEN AND TEXTILES, AND EXPECT TO FIND NOVELTIES IN THE WALL AND FLOOR COVERINGS AREA. TWO TRADE SHOWS HELD IN PARIS ON THE SUBJECT PRODUCT CATEGORIES: PARITEX (WALL COVERINGS, UPHOLSTERY FABRICS, CURTAINS AND WINDOW PANELS, HOUSEHOLD LINEN, TRIMMINGS, AND

ACCESSORIES) AND SALON INTERNATIONAL DU TAPIS (CARPETS, RUGS AND OTHER FLOOR COVERINGS). THEY WILL BE HELD AT THE SAME TIME IN JUNE 1978 AND PRESUMABLY IN JUNE 1980. MARCH 1980 WOULD BE THE BEST MONTH FOR AN ON-SITE IMC SHOW BECAUSE DEALERS SPECIALIZING IN HOUSEHOLD GOODS COME TO PARIS TO VISIT THE ARTS MENAGERS SHOW.
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